

(Press Release)

(Retype this press release on your organization's letterhead. Be sure to double-space. If the release runs more than two pages, consider using a smaller type face or line-and-one-half spacing, or judiciously edit the text.)



National Consumer Protection Week

FOR IMMEDIATE RELEASE:

[Insert date]

CONTACT:

[Insert name and telephone number]

**[NAME OF YOUR ORGANIZATION] JOINS
NATIONAL ORGANIZATIONS TO SPONSOR
SECOND ANNUAL NATIONAL CONSUMER PROTECTION WEEK**

The **[name of your organization]** has joined a group of federal, state and local organizations and national advocacy groups to launch the second annual National Consumer Protection Week, February 14-20.

This year's campaign, "Armchair Armor: Shopping Safely From Home," focuses on how to make the most of shopping opportunities through telemarketing, direct mail, the Internet, door-to-door sales and flea markets and yard sales, and how to avoid problems.

Shopping from home is convenient and offers a wide range of choices. But like traditional shopping, it isn't without risk. With the explosion in opportunities for shopping from home, increasing numbers of consumers are unknowingly falling victim to con artists.

[PLEASE SELECT ONE OR MORE OF THE ATTACHED QUOTES TO INCLUDE HERE.]

During National Consumer Protection Week, representatives from federal, state and local organizations and national advocacy groups are joining forces to help give consumers the tools they need to shop safely from home. Among the NCPW organizers are the U.S. Department of Justice, U.S. Postal Inspection Service, Federal Trade Commission, Consumer Federation of America, AARP, National Association of Consumer Agency Administrators, National Consumers League and National Association of Attorneys General.

"[YOUR ORGANIZATION] is proud to be a partner in sharing the message of the second annual National Consumer Protection Week campaign," said **[YOUR COMPANY SPOKESPERSON AND TITLE.]** "Our goal is to help teach consumers how to protect themselves when they take advantage of the ever-expanding number of opportunities to shop from home."

This year's campaign addresses some of the most common schemes con artists use to rip off at-home shoppers, and offers practical, plain-English tips consumers can use to avoid them. NCPW partners

are helping get the word out—from announcing law enforcement actions and establishing web pages and banner ads to creating and disseminating brochures, quizzes, posters, flyers and press releases about safe shopping from home.

Even organizations that don't normally focus on consumer protection are encouraged to participate in this year's campaign. Employers, for example, are invited to help educate their employees on the subject with newsletter articles, web site postings and brown bag discussions.

For more information about National Consumer Protection Week, visit the NCPW web site at www.consumer.gov.

QUOTES

⇒ “Worse still, it's happening where people are most vulnerable—in their own homes,” said Jodie Bernstein, director of the Federal Trade Commission's Bureau of Consumer Protection. “That's why it's especially important that we help educate people about how to protect themselves.”

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⇒ “The Department of Justice is an enthusiastic supporter of National Consumer Protection Week,” said Attorney General Janet Reno. “Scam artists often target people in their own homes, so it is important that we are armed with information and resources to fight back. I encourage consumers to learn about how they can safely shop from home—whether it is on the Internet, by phone or otherwise—by reaching out for www.consumer.gov or other materials distributed by consumer organizations and the Federal Trade Commission.

“Remember, no matter what form commerce takes—visiting a mall or visiting a web site—we should all use common sense to ensure consumer safety.”

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⇒ “It pays to do your homework, no matter how you shop, to make sure you get your money's worth and reduce the risk of fraud or deception,” said Susan Grant, director of the National Fraud Information Center/Internet Fraud Watch programs, operated by the nonprofit National Consumers League.

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⇒ “Consumers should be able to take advantage of at-home shopping, without simultaneously allowing con artists to take advantage of them,” said Wendy Weinberg, executive director of the National Association of Consumer Agency Administrators. “This campaign is designed to help consumers enjoy the ease and convenience of shopping from home, armed with the knowledge that they need to do it safely.”
